Transportation and Marketing

Local Food Promotion Program

Fiscal Year 2022 Description of Funded Projects Farm to Institution Project Type

Farm to Institution broadly refers to connecting local or regional producers, including farmers and ranchers, processors, and intermediaries selling local and regional foods to establishments where people routinely eat meals outside of home, such as schools and early childcare centers, colleges and universities, hospitals, corporate cafeterias, and government agencies and to vendors that sell to these establishments.

This document identifies FY 22 Farm to Institution Project Type funded projects. This document may not be inclusive of all FY22 awarded projects that carried out Farm to Institution activities as part of their project. Click on a state abbreviation in the chart below to jump to Farm to Institution projects in the respective state.

State	Recipient	Project Name
CA	AG Link	Ag Link's Farm 2 School New Provisions Project - Adding locally-made, clean-label products to school meals by networking school food service buyers with producers and providing supply chain solutions.
<u>CA</u>	Fiery Ginger Farm, LLC.	Spork Food Hub: A farmer-owned solution to sustain the livelihood of local producers and the health of the Sacramento region's youth
CA	North Coast Growers' Association	Implementing a regional food hub to better serve institutions by aggregating and distributing locally grown foods, and helping local/regional farmers access institutional buyers.
<u>CA</u>	Old Grove Orange, Inc.	Old Grove Orange Food Hub: Expanding Local Food Systems in the Inland Empire
<u>KY</u>	God's Pantry Food Bank, Inc.	SE KY Health and Education Farm-to-Institution Program
MT	Lake County Community Development Corporation	Farm to Institution- Building the capacity of the NW Food Hub Network in development of mid-tier value chains that build regional food system processing infrastructure and supply chain resiliency
MT	Livingston Food Resource Center	Expanding the Local Food System for Park County through the Livingston Food Resource Center
<u>NC</u>	Farmer Foodshare	Farmer Foodshare: Post-Pandemic Food Hub Program Revitalization, Diversification, & Expansion Project
<u>NC</u>	Working Landscapes	Ready to cook, heat, and eat: improving lifelong access to local food
<u>NE</u>	Center For Rural Affairs	Building Capacity for Indigenous Local Foods with Nebraska Tribes
<u>NH</u>	University System of	Multiple Pathways to Achieve Farm to Institution Goals in New
	New Hampshire	Hampshire

State	Recipient	Project Name
VT	Food Connects, Inc.	Leveraging Farm To School to Increase Local Purchasing through
		Collaboration and Innovation in the Supply Chain
WV	Yuraction Faction, LLC.	WV Harvest Farm to Institution Project
	DBA WV Harvest	

For more information, including a comprehensive list of funded projects, many of which include development and expansion of wholesale markets that my serve institutions, please visit the grant program's website: https://www.ams.usda.gov/services/grants/lfpp.

NOTE: The below project descriptions were provided by the grant recipients.

California

Recipient: AG Link, Incorporated, Ballico, CA

District: CA-016

Project Type: Farm to Institution Award Amount: \$500,000.00 Match Amount: \$129,500.00 Total Project Amount: \$629,500.00

Ag Link's Farm 2 School New Provisions Project - Adding locally-made, clean-label products to school meals by networking school food service buyers with producers and providing supply chain solutions.

The purpose of this grant is to improve and expand the consumption of and access to locally made, clean- label products to school food service agencies and the communities they serve. The goals of this grant are to network, educate and inform school food service buyers about local products; provide supply chain solutions for producers and schools; improve distribution logistic efficiencies and compliance for Ag Link, a local food aggregator/distributor. This will directly benefit the local producers it buys from as well as school food service agencies it sells to and the millions of school children they feed daily. The expected outcomes of this project are that domestic consumption of and access to locally made products will increase by improving and expanding a local and regional food business that functions as an intermediary between producers and buyers as an aggregator and distributor.

Recipient: Fiery Ginger Farm, LLC., West Sacramento, CA

District: CA-006

Project Type: Farm to Institution Award Amount: \$500,000.00 Match Amount: \$125,000.00 Total Project Amount: \$625,000.00 Spork Food Hub: A farmer-owned solution to sustain the livelihood of local producers and the health of the Sacramento region's youth

Fiery Ginger Farm, LLC was established in West Sacramento, CA in 2015. From the beginning, their intent has been to grow the highest quality produce for school kitchens. Small farmers recognize firsthand the benefits of stable institutional markets. The grant will use the knowledge and relationships that have been built over the last seven years to continue to open the door for other small farmers to gain access to institutional markets. The grant will continue to develop market connections and forward contracts while also providing logistical support, technical assistance, and training for both farmers and food service personnel. Over the next three years, Spork Food Hub will work with 15 new school districts that serve 70,000 students receiving free and reduced-price school meals. The grant will onboard 30 farms (20 of which will be historically underserved). These efforts will lead to \$900,000 of produce procured from farmers over the next three years. By the end of this project, the grant will generate sufficient revenue to hire three new full- time employees who will continue meeting the project outcomes once funding expires.

Recipient: North Coast Growers' Association, Arcata, CA

District: CA-002

Project Type: Farm to Institution
Award Amount: \$410,722.00
Match Amount: \$102,830.00
Total Project Amount: \$513,553.00

Total Project Amount: \$513,552.00

Implementing a regional food hub to better serve institutions by aggregating and distributing locally grown foods, and helping local/regional farmers access institutional buyers.

North Coast Growers' Association (NCGA) will work with local/regional food producers to implement a distribution hub that will make it possible for producers to market and distribute their food more efficiently and economically while retaining brand and location identity. "Harvest Hub" will increase market access for producers, supporting their economic vitality by linking them with institutional buyers and other wholesale markets, as well as assessing and addressing producer needs in terms of technology, marketing, and infrastructure for storage, packaging, and distribution to facilitate their participation in wholesale markets. NCGA will engage Humboldt County Office of Education (HCOE) to transition their local food purchasing to the Harvest Hub. New systems for ordering and distribution will be developed and piloted so that Harvest Hub will procure local food for Humboldt County school districts' meal purchasing programs. NCGA will work with Cal Poly Humboldt (CPH), a CA State University campus, to identify barriers to their local food purchasing goals. Funds from this grant will be used to map needs and barriers of CPH, collaboratively create a plan to update policies and standard operating procedures to overcome these barriers and begin to source locally grown and raised food to help meet their local purchasing goals. The Harvest Hub will benefit local farmers and students. Farmers will be able to increase their markets without increasing costs or workload. Students will have more access to nutrient dense produce throughout the school year to connect them more deeply with their local food system.

Recipient: Old Grove Orange, Inc., Redlands, CA

District: CA-031

Project Type: Farm to Institution Award Amount: \$432,873.00 Match Amount: \$108,857.00 Total Project Amount: \$541,730.00

Old Grove Orange Food Hub: Expanding Local Food Systems in the Inland Empire

Old Grove Orange's Expanding Local Food Systems project aims to increase economic opportunity for local farmers, including new/beginning and BIPOC farmers, by connecting them to a growing network of institutional markets in the Inland Empire, a geographic area inland and adjacent to coastal Southern California. As the farmer-pioneer of California's Farm to School movement, Old Grove Orange (OGO), a farmer-led food hub, has over 16 years of experience connecting a roster of 40+ local farmers to a Farm to School market of 200,000+ students. This project will allow OGO to upgrade its infrastructure and enhance the processing, aggregation, distribution, and the development of the value-added agricultural products requested for by its institutional clients; to broaden OGO's customer base by developing new institutional markets for local food products; and to recruit, support, and provide more local farmers with access to institutional buyers. By investing in these three areas, OGO will be able to support at least 10 new farmers, increase sales of local agricultural products by 35%, and develop 10 new markets in the form of K-12 public school districts, university cafeterias, and local restaurants.

Kentucky

Recipient: God's Pantry Food Bank, Inc., Lexington, KY

District: KY-006

Project Type: Farm to Institution Award Amount: \$465,658.56 Match Amount: \$122,414.64 Total Project Amount: \$588,073.20

SE KY Health and Education Farm-to-Institution Program

With team partners Appalachian Regional Healthcare (ARH) and Kentucky Educational Development Corporation (KEDC), God's Pantry Food Bank (GPFB) is coordinating efforts to increase farm to institution distribution in southeast Kentucky, anchored by the food warehouse GPFB is developing in Hazard. GPFB's planned facility will serve as a satellite distribution facility to improve food supply to member pantries in the distressed seven-county area. This facility will also provide supply chain infrastructure supporting farm-to-institution initiatives currently underway at ARH and KEDC. Anchoring efforts to supply more fresh fruits, vegetables, and other foods from local and regional sources, this facility will improve nutrition for patients, students, employees, and the community at large. GPFB's food warehouse, with dry and cold storage, will fill an important gap in the regional food system, currently served by facilities located up to 230 miles away.

Montana

Recipient: Lake County Community Development Corporation, Ronan, MT

District: MT-001

Project Type: Farm to Institution Award Amount: \$491,701.55 Match Amount: \$124,693.00 Total Project Amount: \$616,394.55

Farm to Institution- Building the capacity of the NW Food Hub Network in development of midtier value chains that build regional food system processing infrastructure and supply chain resiliency

Institutional markets are increasingly seeking out local and responsibly grown food to add to their food service menus. The Northwest Food Hub Network (NWFHN), a collaboration between three food hubs in Montana and Washington, was created to help respond to these institutional market demands by providing one ordering platform in which institutions can access large quantities of local and regional products. However, the food processing capacity within the Network is limited, and institutions are continuing to ask for value-added food products that are easily integrated into their food operations. This project builds on the success of the Northwest Food Hub Network by increasing the processing capacity for the NWFHN, identifying and creating value-added food products for the institutional marketplace, creating effective marketing materials for the developed products, and providing necessary technical assistance and trainings for local and regional food processors. Mission West will work collaboratively with partners including Kitchen Sync Strategies and Montana State University Food Lab to complete these project objectives. This project will lead to increased sales for the NWFHN, which will ultimately benefit the 211 small to mid-size family farms that are connected to the Network, and will develop best practices for processing and product development that will be shared with interested organizations nationwide.

Recipient: Livingston Food Resource Center, Livingston, MT

District: MT-001

Award Amount: \$300,000.00

Match Amount: \$75,000.00

Total Project Amount: \$375,000.00

Total Project Amount: \$375,000.00

Expanding the Local Food System for Park County through the Livingston Food Resource Center

Livingston Food Resource Center (LFRC) project will promote and support Park County, Montana's local food system through expanding access to and availability of locally produced foods for regional residents. As a leader in the community, LFRC has the ability to promote and support the local food system by increasing aggregation, processing, and distribution of local produce by: 1) expanding LFRC's aggregation of local and regional food products to support local food systems; 2) creating value-added agricultural products through the processing of local produce for distribution through the LFRC; 3) increasing the distribution of agricultural products and value-added products by increasing the capacity

of the LFRC's current programs; 4) utilizing LFRC's Community Bakery and Community Kitchen to connect and strengthen the relationships between local producers and local food entrepreneurs to support the inclusion of local food products in institutional settings to create growth in the local retail food market and economy; 5) and supporting new and established farmers and ranchers to help keep produce local.

North Carolina

Recipient: Farmer Foodshare, Durham, NC

District: NC-004

Project Type: Farm to Institution Award Amount: \$499,949.20 Match Amount: \$169,985.960 Total Project Amount: \$669,935.16

Farmer Foodshare: Post-Pandemic Food Hub Program Revitalization, Diversification, & Expansion

Project

Farmer Foodshare will grow, diversify, and expand its Food Hub by executing a post-pandemic revitalization project aimed at the development, coordination, and expansion of local and regional food business enterprises to increase access to and availability of locally and regionally produced agricultural products in the rapidly growing and agriculturally productive "Research Triangle" region of North Carolina. Project activities include: a marketing and outreach campaign; optimizing internal operations; identifying and adopting new software; food safety technical assistance to producers; intentional relationship-building with our farmers; broad partnerships with area food system service providers and institutional buyers; and extensive data collection, evaluation and dissemination. 75 farm businesses will benefit, with an estimated \$2.7 M returned to them in sales. 75 institutional buyers will benefit through \$3.9 M in local food procurement to serve their clients and customers. Clients and customers will benefit through increased access to locally and regionally grown food products. Additionally, these activities will set Farmer Foodshare up to be sustainable in the long run, continuing to support stakeholders for years to come.

Recipient: Working Landscapes, Warrenton, NC

District: NC-001

Project Type: Farm to Institution Award Amount: \$499,951.00 Match Amount: \$125,797.00 Total Project Amount: \$625,748

Ready to cook, heat, and eat: improving lifelong access to local food

This project represents an unprecedented collaboration between five mission-driven food processors, seven food hubs, and 75 farmers and fishermen. Together, these partners will supply 41 North Carolina institutions with a wider array of value-added, locally- sourced foods than they have previously been able to purchase. Each of the 24 products developed and marketed, including fresh-cut produce; pasture-

raised chicken, pork, and beef; seafood; and heat-and-serve meals, will be designed for ease of use in institutional kitchens. A subaward will support the development and production of shelf-stable fruit jerky, a wholesome, locally-sourced alternative to the unhealthy snacks offered through after-school programs, summer meals, and other institutional programs.

Nebraska

Recipient: Center For Rural Affairs, Lyons, NE

District: NE-001

Project Type: Farm to Institution **Award Amount:** \$198,469.00 **Match Amount:** \$49,576.00

Total Project Amount: \$248,045.00

Building Capacity for Indigenous Local Foods with Nebraska Tribes

The goal of "Building Capacity for Indigenous Local Foods with Nebraska Tribes" is to support farm-to-institution sourcing in the Omaha and Santee Sioux communities as part of sovereign, healthy food systems. This project will: increase capacity of local growers to sell direct to institutions; increase business skills for farmers through small business coaching, food safety education, and value-added production; and support sustainable sourcing connections within Nebraska Tribes. The outcomes of this project will include training 300 growers to increase their capacity for local direct sales. Of these, the project will result in 250 growers engaging in direct sales to 50 institutions, reaching 2,500 people with fresh, healthy, local food. In addition, the project will connect four Nebraska Tribes to create an Intertribal Food Council to examine issues, define solutions, and improve the food system.

New Hampshire

Recipient: University System of New Hampshire, Durham, NH

District: NH-001

Project Type: Farm to Institution Award Amount: \$351,053.00 Match Amount: \$88,735.00

Total Project Amount: \$439,788.00

Multiple Pathways to Achieve Farm to Institution Goals in New Hampshire

To increase farm sales to institutions, a variety of approaches will create opportunities and programs for farms, food hubs and institutions to more easily develop buying/selling relationships. The project leverages opportunities like the new NH Food Hub Network, the Seacoast School Buying Group and interest in value added product development by two New Hampshire businesses. The NH Food Hub Network coordinator will assist in coordinating farm to institution sales. This project will also build on the established NH Harvest of the Month (HoM) program by increasing the variety of monthly offerings making it easier for more farms and institutions to adopt the program, developing appropriate educational and marketing materials for all types of institutions and making the program relevant to the refugee and immigrant populations. Expected outcomes include an increase in availability of local food

products on institutional menus through expansion of HoM and school buying group bids, develop, market, and distribute locally produced value added products for the institutional market and increase demand for locally produced foods by institutions working towards state and regional targets for institutional purchasing and farm production.

Vermont

Recipient: Food Connects, Inc., Brattleboro, VT

District: VT-001 (At-Large Congressional district of Vermont)

Project Type: Farm to Institution **Award Amount:** \$286,280.00 **Match Amount:** \$93,741.00

Total Project Amount: \$380,021.00

Leveraging Farm To School to Increase Local Purchasing through Collaboration and Innovation in the Supply Chain

The overall goal of the project is to innovate in the supply chain to increase institutional, local food purchasing in Food Connects' tri-state central New England service area. Project activities include: 1) creating and printing marketing materials customized and co-branded to our customers' specifications, with the goal to more deeply support customers in their efforts to tell their local food sourcing story; 2) developing a product catalog (print and digital) to improve conversion rate with prospective institutional customers, especially major institutions; 3) distribution of Annual Harvest of the Month calendars, posters, and other educational materials; 4) collaboration with regional partners to support states in developing and improving local purchasing incentive programs for K-12 schools; and 4) execution of a comprehensive sales push across the current service area to onboard institutional accounts whose food safety requirements Food Connects will be prepared to meet as of Fall 2022. Food Connects will also onboard and serve new institutional customers on new, to-be-launched delivery routes to underserved areas across Southeastern VT, Central, and Eastern MA.

West Virginia

Recipient: Yuraction Faction, LLC. DBA WV Harvest, Morgantown, WV

District: WV-001

Project Type: Farm to Institution Award Amount: \$482,215.00 Match Amount: \$120,533.80 Total Project Amount: \$602,748.80

WV Harvest Farm to Institution Project

The WV Harvest Farm to Institution application will connect producers and growers with state institutions through collaborative partnerships that result in stronger local food system in West Virginia. WV Harvest will engage with the current growers, producers, and processors to begin the strategic aggregation of locally grown/raised/produced food products under the WV Harvest Brand. This includes creating an institution focused coordinated food chain and mid-tier value chain, purchasing locally

grown/raised/ processed products, and aggregating/storing locally grown/produced products in a central location. In addition, WV Harvest will expand on current work by informing the nutrition directors in K-12 and purchasing managers at WV State Institutions about the large selection of fresh and value-added food products available for purchase. This includes developing strategies and action tools for key decision makers of state institutions to become more informed of locally available products through WV Harvest. WV Harvest will market the opportunities for job creation and community growth associated with purchasing locally raised/grow/produced food products to students and administrators to elevate the local food system in WV. This includes informational displays and marketing installations in schools and institutions of higher education.